## **ORDER**

Orders	Order / Rev:	d07403	_	
	Alt Order #:	06832083	<del></del>	
	Product Desc:	HELLER FOR SENATE		
	Estimate:			KSNV
	Flight Dates:	10/10/12 - 10/16/12	Primary AE:	Amy McCreary
	Original Date / Rev:	07/18/12 / 10/01/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region;	National
Agency	Name:	Strategic Media Services, Inc.		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		3299 K St. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Heller Dean for U.S; Senate	wel	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/01/12	10/16/12	132	\$78,225.00	\$66,491.25		

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	132	\$78,225.00	\$66,491.25	0.00
Totals	132	\$78.225.00	\$66,491,25	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	29%	\$78,225.00
Market	100%	\$269 741 38

Revenue Codes:

Share	Total
0%	\$0.00
0%	\$0.00
0%	\$0.00
0%	\$0.00
26%	\$70,132.76
0%	\$0.00
0%	\$0.00
18%	\$48,553.45
1%	\$2,697.41
24%	\$64,737.93
0%	\$0.00
0%	\$0.00
2%	\$5,394.83
	0% 0% 0% 0% 26% 0% 18% 1% 24% 0%

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type Sp	oots	Amount
Ē	1	KSNV	10/10/12	10/12/12	M-F 5-6a WakeUp	w/WagM	5-6a	~~WTF	:30	6	\$300.002	0.00 NM	6	\$1,800.00
					M-F 5-6a WakeUp	w/Wagners								
	1	VEWS												
		<u>Star</u>	t Date <u>I</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	We	ek: 10/0	8/12 1	0/14/12	WTF	6	\$300.00	0.00						

Print Date: 10/02/12 08:31:36 Page 2 of 7

KSNV

Order / Řev:

104403

Advertiser:

Heller, Dean for U.S. Senate

\*Alt Order#:

06832083

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/10/12 - 10/16/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtġ Type	Spots	Amount
E 1 KSNV	10/10/1	2 10/12/12	M-F 5-6a WakeUp M-F 5-6a WakeU	-	5-6a	~~WTF~~	:30	6	\$300.002	0.00 NM	6	\$1,800.00
NEWS				pg								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/14/12	WTF	6 MONANA	\$300.00	0.00 MT	:30	4	\$300.002	0.00 NM	4	\$1.200.00
E 2 KSNV	10/15/1	2 10/16/12	M-F 5-6a WakeUp M-F 5-6a WakeU		5-6a	!A	,30	4	\$300.002	O.OO INIVI	4	\$1,200.00
NEWS				p								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	MT	4		0.00			# 4 F O OO O	0.00 NIM		04 000 00
E 3 KSNV	10/15/1	2 10/16/12	M-F 6-7a WakeUp M-F 6-7a WakeU	-	6-7a	MT	:30	4	\$450,002	0.00 NM	4	\$1,800.00
NEWS			W TO TO TOROGO	pwwagnore								
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10		10/21/12	MT	4	7	0.00						
E 4 KSNV	10/10/1	2 10/12/12	M-F 6-7a WakeU		6-7a	WTF	:30	6	\$450.002	0.00 NM	6	\$2,700.00
NEWS			M-F 6-7a WakeU	h maaaliieis								
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/08/12	10/14/12	WTF	6	\$450.00	0.00						
E 5 KSNV	10/10/1	2 10/12/12	Today Show	CM	658a-9am	WTF	:30	6	\$600.002	0.00 NM	6	\$3,600.00
TODAY	,		Today Show									
* *	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	WTF	6	\$600.00	0.00						
E 6 KSNV	10/15/1	12 10/16/12	Today Show	СМ	658a-9am	MT	:30	4	\$600.002	0.00 NM	4	\$2,400.00
			Today Show									
TODA	r art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
<u>عن 5 .</u> Week: 10		10/21/12	MT	<u>opois/week</u>		0.00						
h-sid-smile-			M-F Today Show	II 3rd HCM	9-10a	MT	:30	2	\$275.002	0.00 NM	2	\$550.00
			M-F Today Show									
TODA		E 15.	181	0	D-4-	D - #						
<u>St</u> Week: 10	art Date //15/12	End Date 10/21/12	<u>Weekdays</u> <sub>MT</sub>	Spots/Week 2		Rating 0.00						
-			M-F Today Show		9-10a	WTF	:30	3	\$275.002	0.00 NM	3	\$825.00
H 0 110.11	10, 10,	,_ ,,,,,,,,,	M-F Today Show						***************************************			,
TODA												
St: Week: 10	art Date	<u>End Date</u> 10/14/12	<u>Weekdays</u> -~WTF~~	Spots/Week 3		<u>Rating</u> 0.00						
			M-F Today Show		10am-11am	WTF	:30	3	\$225.002	0.00 NM	3	\$675.00
L 3 KONV	10,10,	12 10/12/12	Today 4th Hour	III TUI KAN	TOURT (TURN)	****	.00	·	Ψ <i>LL</i> 0.00 <i>L</i>	0.00 11111	Ĭ	Ψ0, 0.00
TODA	Y \3		*									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10		10/14/12	WTF	3	+	0.00	.20	<del></del>	#20E 000	O OO NIM	2	ቀ4ደብ ብብ
E TU KSNV	10/15/	12 10/16/12	M-F Today Show Today 4th Hour	III 4th tolvi	10am-11am	MT	:30	2	\$225.002	0.00 NM	4	\$450.00
TODA	Y \3		roday har riodi									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week; 10		10/21/12	MT	2		0.00					_	<b></b>
E 11 KSNV	10/15/	12 10/16/12	Rachael Ray	CM	11am-12pm	MT	:30	2	\$225.002	0.00 NM	2	\$450.00
RR			Rachael Ray									
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week; 10		10/21/12	MT	2	\$225.00	0.00						
E 12 KSNV	10/10/	12 10/12/12	•	CM	11am-12pm	WTF	:30	3	\$225.002	0.00 NM	3	\$675.00
RR			Rachael Ray									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	WTF	3		0.00						
E 13 KSNV	10/10/	12 10/12/12		CM	12-1230pm	WTF	:30	3	\$275,002	0,00 NM	3	\$825.00

Print Date: 10/02/12 08:31:36 Page 3 of 7

**KSNV** 

Order / Řev:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order #:

06832083

Product Desc:

HELLER FOR SENATE

Flight Dates:

10/10/12 - 10/16/12

Estimate:

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Noon News Noon News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTE--\$275.00 0.00 E 14 KSNV 10/15/12 10/16/12 0.00 NM CM :30 \$275.002 2 \$550.00 Noon News 12-1230pm MT~~~~ Noon News **NEWS** Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 MT----\$275.00 0.00 E 15 KSNV 10/15/12 10/16/12 The Agenda 1230pm CM 1230-1p MT----:30 2 \$225.002 0.00 NM 2 \$450.00 The Agenda 1230pm **AGENDAY** Start Date **End Date** Weekdays Spots/Week Rate Rating MT----Week: 10/15/12 10/21/12 2 \$225.00 0.00 E16 KSNV 10/10/12 10/12/12 The Agenda 1230pm 1230-1p :30 \$225.002 0.00 NM CM --WTF--3 3 \$675.00 The Agenda 1230pm **AGENDAY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTE--\$225.00 0.00 E 17 KSNV 10/10/12 10/12/12 Days of our Lives СМ 1258p-2pm --WTF--:30 \$275.002 0.00 NM 3 3 \$825.00 Days of our Lives DAYS End Date Spots/Week Start Date Weekdays <u>Rate</u> Rating Week: 10/08/12 10/14/12 --WTF--\$275.00 0.00 E 18 KSNV 10/15/12 10/16/12 Days of our Lives 1258p-2pm :30 \$275.002 0.00 NM CM 2 \$550.00 Days of our Lives DAYS Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----\$275.00 0.00 E 19 KSNV 10/15/12 10/16/12 The Doctors CM \$225,002 0.00 NM 2pm-3pm MT----:30 2 \$450.00 The Doctors DRS Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 \$225.00 Week: 10/15/12 0.00 E 20 KSNV 10/10/12 10/12/12 The Doctors CM --WTF--:30 3 \$225.002 0.00 NM 2pm-3pm 3 \$675.00 The Doctors DRS Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 10/08/12 10/14/12 3 \$225.00 0.00 E 21 KSNV 10/10/12 10/12/12 Dr. Phil CM 3-4p --WTF--:30 \$300.002 0.00 NM \$900.00 3 Dr Phil PHIL **End Date** Spots/Week Start Date Weekdays Rate Rating Week: 10/08/12 10/14/12 --WTF--\$300.00 0.00 E 22 KSNV 10/15/12 10/16/12 Dr. Phil CM 3-4p :30 \$300,002 0.00 NM MT----2 \$600.00 Dr Phil PHIL Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> MT----Week: 10/15/12 10/21/12 \$300.00 0.00 E 23 KSNV 10/15/12 10/16/12 NEWS 3 at 4 (1 HOUR)CM \$450.002 0.00 NM 4-5pm MT----:30 2 \$900.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** End Date Spots/Week Start Date **Weekdays** Rating <u>Rate</u> Week: 10/15/12 10/21/12 \$450.00 0.00 E 24 KSNV 10/10/12 10/12/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm --WTF--:30 0.00 NM \$450.002 3 \$1,350.00 4PM NEWS (1 hour) (4:00 PM-4:30 PM) **NEWS** End Date Start Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 --WTF--\$450.00 0.00 E 25 KSNV 10/10/12 10/12/12 CM 4-5pm --WTF--:30 \$450.002 0.00 NM 3 \$1,350.00

Print Date: 10/02/12 08:31:36 Page 4 of 7

KSNV

Order / Rev:

104403

Advertiser:

Heller, Dean for U.S. Senate

\*Alt Order#:

06832083

Product Desc:

Flight Dates:

10/10/12 - 10/16/12

Estimate:

HELLER FOR SENATE

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len (	Spots	Rate Pri	Rtg Type	Spots	Amount
NIT'S A	(C	·	NEWS 3 at 4 (1 F 4PM NEWS (1 ho		(4:30 PM-5	:00 PM)						
_	Start Date 10/08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$450.00	Rating 0.00						
			NEWS 3 at 4 (1 F	HOUR)CM	4-5pm	MT	:30	2	\$450.002	0.00 NM	2	\$900.00
NEW	IS		4PM NEWS (1 ho	our)	(4:30 PM-5	:00 PM)						
_	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 2	Rate \$450.00	Rating 0.00						
			M-F Early News	СМ	5-630p	MT	:30	4	\$900.002	0.00 NM	4	\$3,600.00
NEW			M-F Early News									
_	Start Date 10/15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> MT	Spots/Week 4	Rate \$900.00	<u>Rating</u> 0.00						
E 28 KSN	IV 10/10/1	2 10/12/12	M-F Early News M-F Early News	СМ	5-630p	WTF-	:30	6	\$900.002	0.00 NM	6	\$5,400.00
NEW		· Fool Date	•	0 1 244 1	5.	D. "						
Week:	Start Date 10/08/12	End Date 10/14/12	<u>Weekdays</u> WTF	Spots/Week 6	<u>Rate</u> \$900.00	Rating 0.00						
E 29 KSN	IV 10/10/1	12 10/12/12	M-F Jeop/Wheel M-F Jeopardy/Wh	CM neel of Fortun	630-730pm e	nWTF-	:30	6	\$750.002	0,00 NM	6	\$4,500.00
	WHEEL Start Date	End Date	Weekdays	Spots/Week		Dating						
Week:	10/08/12	10/14/12	WTF	6	Rate \$750.00	<u>Rating</u> 0.00 -						
	<u>Ch</u> <u>Date Ra</u> NV 10/08/1		escription I-F Jeop/Wheel		<u>l/End Time</u> 730pm		<u>Weekday</u> WThF-		ig <u>th                                    </u>	Rtg Type 0.00 NM		
	See MG 29 [NA DEBAT	•										
5 KSi	NV 10/08/1	2-10/14/12 N	1-F Jeop/Wheel	630-	730pm		WThF-		:30 <del>(\$750.00)</del>	0.00 <i>NM</i>		
[	See MG 29 [NA DEBAT	ES]										
	NV 10/11/1. MG for 29.2		IGN ON-SIGN OFF	5a-4	59a	(9:30 PM-10:30	)		:30 \$750.00	0.00 NM		
-	INV CODE	-	IGN ON-SIGN OFF	5a-4	59a	(9:30 PM-10:30	)		:30 \$750.00	0.00 NM		
<b>⊕</b> 1	MG for 29.2	2,29.5			004	(0.00 ) 101 10.00	, , , , , ,		,50	0.00 14101		
	[INV CODE IV 10/15/1	-	M-F Jeop/Wheel	СМ	630-730pm	n MT	:30	4	\$750. <b>0</b> 02	0.00 NM	4	\$3,000.00
JEP/	WHEEL		M-F Jeopardy/Wh	eel of Fortun	9							
-	Start Date 10/15/12	End Date 10/21/12	<u>Weekdays</u> MT	Spots/Week 4	<u>Rate</u> \$750.00	Rating 0,00						
<u>Spot</u>	Ch Date Ra	ange <u>D</u>	escription	<u>Star</u>	t/End Time	0.00	<u>Weekday</u>	_		Rtg Type		
	See MG 30	.5,30.6	1-F Jeop∕Wheel		730pm		MT		:30 (\$750.00)	0.00 <i>NM</i>		
			WHEEL IN PRIME I-F Jeop/Wheel		730pm		MT		:30 <del>(\$750.0</del> 0)	0.00 NM	:	
	See MG 30	.5,30.6	WHEEL IN PRIME		·				(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
5 KSI	NV 10/16/1	2-10/16/12 S	IGN ON-SIGN OFF	-	59a	(9:30 PM-10:30	) I-T		:30 \$750,00	0.00 NM		
	MG for 30,2 [INV CODE	•										
	NV 10/16/1: MG for 30,2		IGN ON-SIGN OFF	5a-4	59a	(9:30 PM-10:30	)  -T		:30 \$750,00	0.00 NM		
	INV CODE	<u>i</u>										
E31 KSN	IV 10/15/1	12 10/16/12	FacetoFace/Ralst Face to Face w/ J	•	730-758pm	ו MT⊷⊷	:30	2	\$450.002	M/ 00,0	2	\$900.00
FAC	E Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
_	10/15/12	10/21/12	MT	2	\$450.00	0.00						

Print Date: 10/02/12 08:31:36 Page 5 of 7

**KSNV** 

Order / Řèv: 104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#:

06832083

Product Desc:

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Flight Dates: 10/10/12 - 10/16/12

HELLER FOR SENATE

Estimate:

l n Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount :30 \$450.002 0.00 NM \$900.00 10/15/12 10/16/12 FacetoFace/Ralston RepGM 730-758pm MT----Face to Face w/ J.Ralston FACE Rating Start Date **End Date** Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 MT----2 \$450.00 0.00 <u>Length</u> Rate Rtg Type Spot Ch Date Range **Description** Start/End Time <u>Weekdays</u> 1 KSNV 10/15/12-10/21/12 FacetoFace/Ralston Report 730-758pm :30 (\$450.00) 0.00 NM See MG 31.3 [PGM CHG = NBC DEBATE] :30 \$450.00 0.00 NM 3 KSNV 10/16/12-10/16/12 RALSTON in PRIME 8-11pm (iii) MG for 31.1 10/16 **INV CODE** E 32 KSNV 10/10/12 10/12/12 FacetoFace/Ralston Ren@M --WTF--:30 \$450.002 0.00 NM \$1,350.00 730-758pm Face to Face w/ J.Ralston FACE **Weekdays** Rating Start Date **End Date** Spots/Week Rate 0.00 Week: 10/08/12 10/14/12 --WTE--3 \$450.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 2 KSNV 10/08/12-10/14/12 FacetoFace/Ralston Report 730-758pm --WThF---:30 (\$450.00) 0.00 NM See MG 32.4 [PGM CGH = NBC DEBATE] \$450.00 0.00 NM 4 KSNV 10/11/12-10/11/12 RALSTON in PRIME :30 8-11pm (M) MG for 32.2 10/11 [INV CODE] ---T---:30 \$775.002 0.00 NM \$775.00 E 33 KSNV 10/11/12 10/11/12 M-F News 3 at Eleven CM 11pm-1135pm 1 M-F News 3 at Eleven **NEWS** Spots/Week Rate Rating Start Date **End Date** Weekdays ---T---Week: 10/08/12 10/14/12 \$775.00 0.00 E 34 KSNV 10/15/12 10/15/12 M-F News 3 at Eleven CM 11pm-1135pm :30 \$775.002 0.00 NM 1 \$775.00 M-F News 3 at Eleven **NEWS End Date** Weekdays Spots/Week Rate Rating Start Date M-----Week: 10/15/12 10/21/12 \$775.00 0.00:30 \$275.002 0.00 NM 2 \$550.00 E35 KSNV 10/15/12 10/16/12 The Tonight Show CM 1135p-1237a MT----Tonight Show TON SHOW Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$275,00 0.00 \$275.002 0.00 NM 3 \$825.00 E36 KSNV 10/10/12 10/12/12 The Tonight Show CM 1135p-1237a --WTF--:30 Tonight Show TON SHOW Rating Weekdays Spots/Week End Date Rate Start Date 10/14/12 --WTF-\$275.00 0.00 Week: 10/08/12 \$2,400.00 :30 1 \$2,400.002 0.00 NM E 37 KSNV 10/16/12 10/16/12 Tues PR 8-9p 8-9pm Tuesday Prime 8-9pm VOCIE Start Date End Date Weekdays Spots/Week Rate Rating -T----\$2,400.00 0.00 Week: 10/15/12 10/21/12 ----F--:30 1 \$2,100,002 0.00 NM \$2,100.00 E39 KSNV 10/12/12 10/12/12 Fri 10-11p CM 10-11pm Friday Prime 10-11pm DATELINE Spots/Week Rating Start Date End Date Weekdays Rate ---F--0.00 \$2,100,00 Week: 10/08/12 10/14/12 ----SS :30 \$750.002 0.00 NM 2 \$1,500.00 E 40 KSNV 10/13/12 10/14/12 Sa-Su News 3 at ElevenCM 11pm-1135pm Sa-Su News 3 at Eleven **NEWS** Weekdays Start Date End Date Spots/Week Rate Rating ----SS \$750.00 Week: 10/08/12 10/14/12 0.00 0.00 NM \$225.00 \_\_\_\_\_\_ \$225,002 E 41 KSNV 10/13/12 10/13/12 News 3 Sunrise - SATUROM 6a-7a :30 News 3 Sunrise SATURDAY

Print Date: 10/02/12 08:31:36 Page 6 of 7

KSNV

Order / Řèv:

104403

Advertiser:

Heller, Dean for U.S. Senate

Alt Order#:

06832083

Product Desc:

Flight Dates:

10/10/12 - 10/16/12

NFL Pre-Game

<u>Weekdays</u>

----S

NFL Football

Spots/Week

СМ

FNIA

SNF

Week: 10/08/12

Start Date

End Date

10/14/12

E 53 KSNV 10/14/12 10/14/12 NFL Football

Estimate:

HELLER FOR SENATE

Flight Dates:	10/	10/12 - 10/1	6/12		Estimate:							
Ln Ch NEWS	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len S	oots	Rate Pri	Rtg Type	Spots	Amount
	<u>t Date</u> 08/12	End Date 10/14/12	Weekdays	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
E 42 KSNV		2 10/13/12	Saturday Today Saturday Today	СМ	7a-9am	S-	:30	1	\$325.002	0.00 NM	1	\$325.00
SAT TO <u>Sta</u> Week: 10/0	rt Date	End Date 10/14/12	Weekdays S-	Spots/Week	<u>Rate</u> \$325.00	Rating 0.00						
E 43 KSNV			News 3 Today - S News 3 Today - S		9am-930am	S-	:30	1	\$300,002	0.00 NM	1	\$300,00
NEWS Star Week: 10/6	rt Date	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$300.00	Rating 0.00						
E 44 KSNV			····		5pm-630pm	S-	:30	2	\$450.002	0.00 NM	2	\$900.00
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/0 E 45 KSNV		10/14/12 2 10/13/12	Weekend Jeopard	•	\$450.00 630-730pm	0.00 S-	:30	1	\$375.002	0.00 NM	1	\$375.00
JEP\WI- Star	IEEL rt Da <u>te</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/0 E 46 KSNV		10/14/12 2 10/13/12	S- Saturday Night Li	1	\$375.00 1130pm-1:02	0.00 2amS-	:30	1	\$750.002	0.00 NM	1	\$750.00
SNL			Saturday Night Li			D. ()						
Week: 10/ E 47 KSNV		End Date 10/14/12	Weekdays S- News 3 Sunrise -	Spots/Week 1	Rate \$750.00 6a-7a	Rating 0.00	: :30	1	\$225.002	0.00 NM	1	\$225.00
NEWS	10/14/1	2 10/14/12	News 3 Sunrise 5		0a-7 a	3	50	ļ	ψ223.002	0.00 NIVI	•	ψ225.00
Week: 10/		End Date 10/14/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						4
E 48 KSNV SUN TO		2 10/14/12	Sunday Today Sunday Today	CM	7a-8am	S	30 :30	1	\$500.002	0.00 NM	1	\$500.00
	rt <u>Date</u>	End Date 10/14/12	Weekdays S	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00	Rating 0.00						
E 49 KSNV MTP	10/14/1	2 10/14/12	Meet the Press Meet the Press	CM	8a-9am		30	1	\$1,900.002	0.00 NM	1	\$1,900.00
	<u>rt Date</u> 08/12	End Date 10/14/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$1,900.00	Rating 0.00						
E 50 KSNV	10/14/1	2 10/14/12	News 3 Today W News 3 Today	knd CM	9a-930am	9	:30	1	\$250.002	0.00 NM	1	\$250.00
NEWS <u>Sta</u> Week: 10/	<u>rt Date</u> 08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00						
E 51 KSNV			Chris Matthews 9 Chris Matthews 9		9;30a-10a		30	1	\$375.002	0.00 NM	1	\$375.00
CM <u>Sta</u> Week: 10/	<u>rt Date</u> 08/12	End Date 10/14/12	Weekdays	Spots/Week	<u>Rate</u> \$375.00	Rating 0.00						
			NFL Pre-Game /	FNA CM	1p-530pm		30	1	\$1,600.002	0.00 NM	1	\$1,600,00

Rating

0.00

----S

:30

1 \$8,000.002

0.00 NM

\$8,000.00

<u>Rate</u>

1 \$1,600.00

1P-9PM

Print Date: 10/02/12 08:31:36 Page 7 of 7

 Order / Řév:
 104403
 Advertiser:
 Heller, Dean for U.S. Senate

 Alt Order #:
 06832083
 Product Desc:
 HELLER FOR SENATE
 KSNV

 Flight Dates:
 10/10/12 - 10/16/12
 Estimate:
 Fight Dates:
 10/10/12 - 10/16/12

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 53 KSNV	10/14/12	10/14/12	NFL Football	CM	1P-9PM	S	:30	1	\$8,000.002	0.00 NM	1	\$8,000.00
			NFL Football									
SNF												
<u>Star</u>	t Date	<u>End Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	08/12	10/14/12	S	1	\$8,000.00	0.00						
E 54 KSNV	10/14/12	10/14/12	NFL End of Game	BreakCM	1p-9p	S	:30	1	\$6,500.002	0.00 NM	1	\$6,500.00
			NFL End of Game	e Break								
NFL PO	STGAME											
Star	t Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0	08/12	10/14/12	5	1	\$6,500.00	0.00						
E 55 KSNV	10/14/12	10/14/12	Sports Night in La	s VegaGM	Sun 1135p-	1200aS	:30	1	\$200.002	0.00 NM	1	\$200.00
			Sports Night in La	as Vegas								
SPORT	S NIGHT		,	J								
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/6	08/12	10/14/12	S	1	\$200.00	0.00						
										Totals	132	\$78,225.00